Times-Virginian

Historic Appomattox's Home Paper
In The Heart of Virginia's Famous
Dark Tobacco Belt

Established 1892

CALVIN H. ROBINSON .. Publisher

Subscription rates: .... $1.50 year

National Advertising representatives:
American Press Association, New York, N. Y.

Entered as second class matter at the post-office at Appomattox, Va., under act of Congress of March 3, 1879.

All communnications and matter for publication must reach our office by Wednesday mornings.

All In Memoriams, Cards of Thanks etc, are charged for.

Address all correspondence to the Times-Virginian, Appomattox, Va.

EDITORIAL

THE PROFIT AND LOSS SYSTEM

We hear much today of the "Profit system" under which this country has operated through the years and outstripped all other lands. Actually there is no such thing. It is "profit and loss system".

We venture into a business as an individual because we think we see chances and we either win or lose. Some business which prosper do so because they make a product which the consumer wants at a price he can afford to pay. If they can not to meet the inevitable competition, it often acquires thousand of stockholders in every part of the country, and they share in its profits. If it does not succeed, they share in its losses, or invest money in another business.

But not only do we have this profit and loss system. We also have a system of hope and fear. It spurs on the able, the industrious and the courageous by the hope of obtaining a reward in payment for their efforts. It spurs on the lazy and indifferent by the fear that unless they strive they will lose that which they have, they will suffer a decrease in their standard of living and perhaps face starvation itself.

TIME TO ADJOURN

The leaders of both Houses of Congress are attempting to keep the session going until the full "must" program of President Roosevelt is enacted, including the tax bill. But among the rank and file of Congressmen the prospect of being held in Washington while a tax bill is being drafted, debated and acted upon has given rise to an incipient rebellion against presidetal dictation.

Congressmen, favoring a soundly based, adequate tax bill to obtain revenue, instead of for political effect know that such a measur would require weeks, indeed months, to be perfected if it is to be something more than a bill to steal the thunder of Huey Long. They realize,too, that there is no emergency which calls for breath-taking haste in voting taxes that will not be collected until next year and any cage will not make much of a dent in the deficit until expenditures are cut.

There is no measure now awaiting enactment which bears the label of emergency except the Guffey Coal Bill. It is of doubtful constitutionality. A few people believe it will aid in restoring the sick coal industry. The reason it is classed as an emergency measure is because organized labor has demanded it. For Congress to yield its doubts, in the face of such pressure would savor strongly of moral weakness.

Apart from the fact that the President's "must" program lacks the excuse of urgency, there are other important reasons for hasting adjournment. Congress, after being kicked about for months, is not in temper to legislate while hot days place an additional strain upon worn nerves. The country as well as Congress needs rest from the bombardment of new proposals which have kept business in a state of unrest and prevented it from going ahead with ire-employment. A breathing spell might not provide a guarantee against further experiments, but it would give Congress an opportunity to go home and learn the attitude of their constituents, and to come back and legislate sensibly in an atmosphere less charged with lightning.

FIVE REQUISITES OF COOPERATION

According to Earl W. Benjamin, General Manager of the Pacific Egg Producers, there are five requisites to success in forming and conducting a agricultural cooperative: First, qualified executives, must be employed to handle the cooperative's affairs. Second, the co-op must be soundly and adequately financed. Third, it should stand on its own legs, meet competition through advancing the efficiency of operation, and should as far as it is possible avoid depending on governmental subsidies. Fourth, it should limit its activities, strictly, to the business purpose of the cooperative. Fifth, it should keep all members thoroughly informed as to what is going on.

As Mr. Benjamin says, cooperatives lacking any of these requisites are doomed to trouble sooner or later.

Good cooperatives are of the utmost service to agriculture; poor, badly organized ones can do great harm to the very cause they espouse.

YOUTH AT THE WHEEL

An insurance publication points to the fact that an "astounding percentage" of the growing auto death toll is caused by cars operated by girls and boys, many of them under the legal age at which they can obtain drivers' licenses.

Most parents readily agree that the average 12 or 13 year old is incapable of safely and prudently operating anything as potentially murderous as an automobile, but they too often a make an exception when it comes to their own Jimmie or Sally. It is one of the human frailties to regard one's own children as being brighter than one's neighbors, and that attitude, harmless as it is in most cases, is directly responsible for a vast and horrible waste of life.

Overly youthful drivers not only cause more accidents than their elder, they cause more serious accidents. They usually drive at extreme speeds. The hazard of passing on curves, of driving on the wrong side of the road, of weaving in and out of traffic of "jumping" stop signals and gunning her along busy streets, mean little or nothing to them. Taking chances is a game to them, a game at which innocent persons are often the losers.

Every parent should make it his business to see that his children are not permitted to drive until they have reached the legal age, and, even then, that they are carefully supervised and forced to be careful. The authorities should likewise carry on a continuous and insistent campaign to bar under-age drivers from streets and highways. If that is done, thousands of our automobile accidents will be eliminated.

QUEER FREAKS OF FORTUNE IN THE OIL FIELDS

Discussing the unusual good luck of two penniless inmates who trapped a 50-barrel well in the poorhouse backyard; the man who traded a Scotty pup for oil-well right worth a fortune. One of the interesting stories in the August 4 issue of The American Weekly, the big magazine which comes every week with the BALTIMORE SUNDAY AMERICAN. Your newsdealer or newsboy has a copy.

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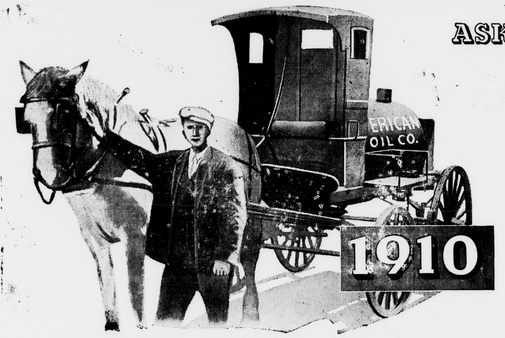
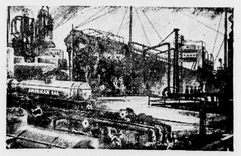
"REMEMBER when we started out with this wagon twenty-five years ago?"

ASKS JOE BIDEN



TODAY'S GIANT TANK TRUCKS



ONE OF 15 HUGE OCEAN TERMINALS

1935 WORLD'S LARGEST REFINING UNIT

"I look back and I can't believe it myself. Just 25 years ago, and the rolling stock of the American Oil Company was the horse and tank-wagon shown in the picture.

"I was the handy-man and bookkeeper—looked after what we called 'the office'. A 300 gallon day was a big day. We had just one policy. Sell the best products and treat the customer right.

"We rocked along for a while, and then perfected the formula for Amoco-Gas. It was the first special motor fuel, and I guess about the first gasoline in the East to be branded and advertised. From then on we hit our stride and really began to grow.

"Of course, we all worked hard. We always have. I was moved up and in time came to manage a territory of my own. We had the finest products that could be produced; we gave the service and the motoring public soon learned it.

"When I look back at the start and then look at the millions of dollars we now have in refineries, ocean terminals, bulk plants, tank cars and trucks, filling stations and pumps, I always take my hat off to: *Amoco-Gas—Orange American Gas—and Amoco Motor Oil.*

They *had* to be good to get where they are!

Mr. Biden was the first plant man and bookkeeper of the American Oil Company twenty-five years ago, and is one of the oldest employees of the company in years of service.

THE CHAIRMAN OF THE BOARD ADDS A WORD

"The business that started in Baltimore with our first little tank-wagon has travelled from Maine to Florida and inland.

"There's nothing much I can add to Joe's story except to stress again our policy of creating the best products, selling them at the fairest prices and giving the best service. This policy and the support of our co-workers, dealers, other customers and friends built our business. At this time we thank all who made our 25th Anniversary possible."

AMOCO 25th Anniversary 1910-1935 AMERICAN OIL CO. AMERICAN GAS

AMERICAN OIL COMPANY

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Women from the teen age to the change of life have found Cardui genuinely helpful for the relief of functional monthly pains due to lack of just the right strength from the food they eat. Mrs. Cril Haynes, of Essex, Mo, writes: "I used Cardui when a girl for cramps and found it very beneficial. I have recently taken Cardui during the change of life. I was very nervous, had head and back pains and was in a generally run-down condition. Cardui has helped me greatly."

Thousands of women testify Cardui benefited them. If it does not benefit YOU, consult a physician.

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L. W. Horton ..... Assistant-Cashier

RESOURCES
Eight Million FiveHundred Thousand Dollars
The Old, Big, Strong Bank

Stonewall

Stonewall, July 24-Mr. and Mrs. Wilton Carson of Roanoke spent the weekend with Mr. and Mrs. C. D. Carson here.

Mr. and Mrs. T. L. Christian of Covington were recent visitors of relatives here.

Mr. and Mrs. Lyle Harding of Norfolk spent the weekend with Mr. and Mrs. C. J. Harding here.

Misses Nellie and Louise Turner are spending this week with their aunt Mrs. W. A. Barrow at Shirley.

Mr. and Mrs. John Lee and son Miss Anna Lee Grand of Lynchburg spent last week with Mrs. J. A. Stratton.

Mrs. P. E. Stratton and daughter Margaret spent last week with her sister Mrs. Elanor Razek of Salem.

Misses Mary and Elizabeth Davidson visited their sister Miss Elanor at S. T. C. Harrisonburg last week.

Beckham

Beckham July 24-Mrs. A. F. Drinkard was most pleasant by surprised last Sunday. On her return from church she found quite a lot of cars parked in the front yard and more driving in, she wondered what it could mean. The yard was full of folks. Seeing her surprise at so many at one time, the children, grandchildren and friends began to laugh and make merry at her amusement. They it dawned on her that they were celebrating her birthday which was just two days before. She felt like crying but someone told her if she cried they were not going to try to surprise her again. The men soon had a long table fixed on the front lawn under the shade of the cedar trees. It was loaded with such as is usually served on such an occasion. Fifty six were present at dinner hour and during the afternoon many more called to congratulate Mrs. Drinkard, the number being present were 76.

About four o'clock fresh iced lemonade was served with the birthday cake, nothing occurred to mar the enjoyment of the occasion and leaving all wished the honoree many more happy birthdays.

Mrs. Sallie Littles of Newport News who spent sometime with her sister Mrs. Luna Bell has gone to Lynchburg to visit her other sister, Mrs. Mary Bowen.

Mrs. Geneva Rucker and Mary Peyton Rucker of Richmond and Ashby Rucker of Atlanta, Ga. spent several days recently with Messrs J. I. and H. R. Moore.

Charles and Bob Steppe of Lynchburg were week end visitors to their aunt Mrs. J. T. Morris.

Mrs. A. E. Hurtheis of Lynchburg is spending some time with her daughter Mrs. J. H. Langhon.

Rev. L. C. Moore of Amherst recently visited his brother at Beckham.

Mr. and Mrs. T. M. Martin took four of their children to Memorial hospital in Lynchburg last Friday and had their tonsils removed. They returned home Saturday morning with all four patients getting along nicely.

Last Thursday night many from Trinity attended the annual circuit picnic at the Meachum personage. Quite a number were present and a delightful dinner was served in picnic style. The younger ones enjoyed the day playing croquet, checkers and other games while the older and more sedate, enjoyed themselves in social conversation and sitting under the shade of the old oak tree.

Mr. and Mrs. Ashby Martin and Mrs. R. Mays were dinner guests Monday of Mr. and Mrs. A.F. Drinkard.

R. W. Tinsley of Roanoke was in the neighborhood last week looking after some business and while here spent the night with E. B. Martin of Oakville.

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Trim, shine, preserving, waterproofing. Zeeta, the antiseptic foot powder, makes them cool and comfortable. Sprinkle on feet, in shoes or stockings. Useful, lasting. Non-poisonous. Guaranteed to relieve aching feet or money back. Sold by 44 Zeeta Dlls a can.

ZEETA ABSOLUTELY SAFE FOR HORSES

Fidelis Class Presents Play

The Fidelis Class of Liberty Baptist Church will present the play "Aunt Jerusky on the Warpath" Friday, August 2, at the High School Auditorium at 8:00 P. M.

THE CORN IS GONE

A time to use of Corn Fix when the corn is actually gone. It will help the corn to grow faster and relieve the pain. Recommended by your druggist on the guarantee of satisfaction or your money refunded. Ballard Snow Sold if it fails.

CORN FIX

DON'T FRET WITH DEBT
Have Money

KEEP a cool, clear head and do not get into "deep water" by wanting to get rich too quick and biting off too much. A good credit is often BAD for you. Stay close to shore with your feet on the bottom. Financial worries kill joy.

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$5000 MAXIMUM INSURANCE FOR EACH DEPOSITOR $5000

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"Home of the Thrifty"
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CHEVROLET Step into this beautiful car—*and be entranced.* You'll find many things to delight you, many advantages that you cannot find in any other low-priced car, when you accept your Chevrolet dealer's invitation to drive the new Master De Luxe Chevrolet! This new Chevrolet is the *only* car in its price range that brings you the matchless beauty of Body by Fisher—the superior safety of solid steel Turret-Top construction—the gliding comfort of the Knee-Action Ride! And it's also the *only* car in its price range that brings you such a perfect *balance* of all motoring advantages, such a fine combination of style and stamina, power and economy, speed and safety, pick-up and dependability! But you will *learn* all this, to your own deep satisfaction, when you *drive* this car! So please remember—*your Chevrolet dealer is host all during July*—and please accept his invitation to drive *the most finely balanced low-priced car ever built,* at your earliest convenience!

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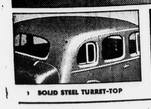
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